



READING, WRITING AND ARRHYTHMIAS



Health Literacy:
The Foundation for
Patient Safety,
Empowerment, and
Quality Health Care

June 26–27, 2006
Sofitel Chicago O'Hare
Rosemont, IL



Joint Commission
RESOURCES



Joint Commission
on Accreditation of Healthcare Organizations
Setting the Standard for Quality in Health Care

START CREATING SOLUTIONS TO INCREASE HEALTH LITERACY—AND IMPROVE SAFETY AND OUTCOMES



Low health literacy is irrefutably linked to unsafe and inefficient care, poor outcomes and increased costs. Studies show that about half the adults living in the U.S. lack the literacy skills to effectively manage their personal health care. As a result, many of these adults do not receive the care they need. Physicians and other providers must take the responsibility to communicate health care information in a way that patients clearly understand and that causes better compliance with instructions.

These communication barriers not only deter many individuals from seeking care; they also can cause medical errors, adverse events, and inadequate self-care resulting in less-than-optimal outcomes. Low literacy hits hardest our most vulnerable populations – including the elderly and minorities – and exacerbates health care disparities.

One of a series of Joint Commission symposia addressing major public policy issues, **Health Literacy: The Foundation for Patient Safety, Empowerment, and Quality Health Care** will present you with a broad spectrum of solutions developed by leaders in various health care settings. Their ideas and initiatives will give you a cross-disciplinary view of the health literacy problem and help you to effectively implement programs, creating newly empowered patients in your own organization.

HEAR FROM OUR EXPERT FACULTY: WHAT'S WORKING AND WHAT NEEDS TO BE DONE

The symposium's expert faculty will examine the current quality of health care communication and its impact on patients, as well as provider and public health interventions aimed at improving communications. By the end of this symposium, you will have the tools to create a culturally competent, safe and shame-free environment where clear communication provides the foundation for safe and effective care.

The Joint Commission will publish a *public policy white paper* based on the symposium's proceedings and the recommendations of the expert roundtable that has been appointed to frame the issues and prepare solutions to address low health literacy and patient safety.

AN IMPORTANT EVENT FOR CLINICIANS, MANAGERS, COMMUNICATORS, POLICYMAKERS, ADVOCATES, AND MORE!

This conference is ideal for physicians, nurses, academicians, policymakers, social workers, pharmacists, safety officers, community educators, and communication leaders.

LEARN THESE "HOW-TOS" ON JUNE 26 & 27

- Make effective, interpersonal communication the very bedrock of every patient encounter across the care continuum
- Overcome low health literacy when communicating complex medical information
- Achieve shared medical decision making and *truly* informed consent
- Address low health literacy in the care of patients with diabetes, asthma or other chronic conditions
- Empower patients to manage their own care within the "system"
- Improve care delivery by developing cultural competency

ROUNDTABLE MEMBERS

We would like to thank the following Roundtable members for their valuable contributions to the symposium:

David W. Baker, MD, MPH, FACP

Associate Professor of Medicine
Chief, Division of General Internal Medicine
Northwestern University
Feinberg School of Medicine

Cynthia Bauer, PhD

Senior Health Communication and e-Health
Advisor
Office of Disease Prevention and Health Promotion
U. S. Department of Health and Human Services

Anne Beale, MD, MPH

Senior Program Officer, Quality of Care for
Underserved Populations
The Commonwealth Fund

Cindy Brach, MPP

Senior Health Policy Researcher
Agency for Healthcare Research and Quality
Center for Delivery, Organizations and Markets

Linda Carnes, DrPA

Agency for Toxic Substances and Disease Registry
Centers for Disease Control and Prevention

Toni Cordell

ReadUp – From Stumbling Blocks to
Stepping Stone

Ilene Corina

President
PULSE of New York, Inc.

Ronald M. Davis, MD

Director, Center for Health Promotion
and Disease Prevention
Henry Ford Health System

Terry C. Davis, PhD

Professor of Medicine and Pediatrics
Louisiana State University Health Sciences Center
Department of Medicine and Pediatrics

Martin Hatlie, JD

President
Partnership for Patient Safety

Julianne Fischer Haefeli

Fred Hobby

President & CEO
Institute for Diversity in Health Management

Linda Johnston-Lloyd

Senior Advisor, HRSA Center for Quality
Health Resources and Services Administration
U.S. Department of Health and Human Services

Jean Krause

Executive Vice President
American College of Physicians Foundation

Edwin C. Marshall, OD, MS

Professor
Indiana University, School of Optometry

Edward L. Martinez, MS

Assistant Vice President
National Association of Public Hospitals
and Health Systems

Rose Marie Martinez, ScD

Board Director
Institute of Medicine

Kenneth Moritsugu, MD, MPH

Deputy Surgeon General
U.S. Department of Health and Human Services

Gail Nielsen

Merck Fellow
Institute for Healthcare Improvement

Dennis S. O'Leary, MD

President
Joint Commission on Accreditation
of Healthcare Organizations

Ruth Parker, MD, FACP

Associate Professor of Medicine and Associate
Director of Faculty, Development for the
Division of General Medicine
Emory University School of Medicine

Guadalupe Pacheco, MSW

Office of Minority Health

Rima Rudd, ScD

Harvard University School of Public Health
Department of Society, Human Development,
and Health

Dean Schillinger, MD

Associate Professor of Clinical Medicine
Division of General Internal Medicine
University of California San Francisco
at San Francisco General Hospital

Joanne Schwartzberg, MD

Director, Aging & Community Health
American Medical Association

Susan C. Scrimshaw, PhD

Dean, School of Public Health
University of Illinois at Chicago

Hugh Tilson, MD, DrPH, PhD

Clinical Professor of Epidemiology and Health
Policy
School of Public Health, University of North
Carolina at Chapel Hill

Barry D. Weiss, MD

AAFP Representative
Professor of Clinical Family and Community
Medicine
Dept. of Family and Community Medicine
University of Arizona College of Medicine

Josie Williams, MD, MMM

Director of Quality
Texas A&M University – System HSC

Archie Willard

Michael Wolf, PhD, MPH

Research Assistant Professor
Center for Healthcare Studies
Northwestern University, Feinberg School
of Medicine

Helen W. Wu, MS

Program Director
The National Quality Forum

Matthew K. Wynia, MD, MPH

Director, The Institute for Ethics
American Medical Association

Romana Hasnain-Wynia, PhD

Vice President, Research
Health Research and Educational Trust
American Hospital Association



SOLUTIONS

AGENDA DAY ONE — JUNE 26, 2006

7:00 – 7:45 AM

Registration and Continental Breakfast

7:45 – 8:00 AM

Conference Moderator

Ron Davis, MD
Director, Center for Health Promotion and Disease Prevention
Henry Ford Health System
Detroit, MI

8:00 – 8:15 AM

Welcome and Opening Remarks

Karen H. Timmons
President and CEO
Joint Commission Resources & Joint Commission International
Oakbrook Terrace, IL

8:15 – 9:30 AM

Health Literacy: The Foundation for Patient Safety and Empowerment

To date, health literacy has received little notice as a public policy issue. Communicating health information in ways people can understand has become increasingly challenging, especially in today's complex world of health care. Health literacy issues directly impact and threaten public health, patient safety, and the ability for providers to deliver quality health care services. This panel will explore the various ways health literacy can be improved via communication efforts, research and policy initiatives.

David W. Baker, MD, MPH, FACP
Associate Professor of Medicine
Northwestern University, Feinberg School of Medicine

Dennis S. O'Leary, MD
President
Joint Commission on Accreditation of Healthcare Organizations
Oakbrook Terrace, IL

Rima Rudd, ScD
Senior Lecturer on Society, Human Development, and Health
Department of Society, Human Development, and Health
Harvard University School of Public Health
Boston, MA

9:30 – 10:15 AM

Opening the Door to Improved Patient-Centered Communication

Communication is essential for the effective delivery of health care. Unfortunately, inadequate health literacy remains a significant barrier to patients' ability to understand their clinicians. Dr. Wynia will address the practical strategies clinicians can use to improve interpersonal communication and ensure quality health care services for their patients.

Matthew K. Wynia, MD, MPH (*INVITED*)
Director, The Institute for Ethics
American Medical Association
Chicago, IL

10:15 – 10:30 BREAK

10:30 – 11:15 AM

Health Literacy and Adverse Events

Dr. Loeb will discuss a recent Joint Commission research project that examined the epidemiology of adverse events attributed to patient-provider language barriers, and will further identify quality improvement opportunities for patients with limited English proficiency.

Jerod Loeb, PhD
Executive Vice President, Division of Research
Joint Commission on Accreditation of Healthcare Organizations
Oakbrook Terrace, IL

11:15 AM – NOON

A Critical Look at Health Care Communications

Consumers care about quality health care. If we provide consumers with a succinct, clear framework in which to operate, their understanding of quality health care will be enhanced and their role as informed consumers strengthened. The panel will evaluate selected consumer education materials and provide suggestions to enhance understanding and improve health literacy.

Moderator

David Baker, MD, MPH, FACP

Health Literacy Advocates Panel

Toni Cordell
Health Literacy Advocate
ReadUp-From Stumbling Blocks to Stepping Stone
Charlotte, NC



TO LOW HEALTH

Ilene Corina
President
PULSE of New York, Inc.
Archie Willard
Health Literacy Advocate
Eagle Grove, IA

12:00 – 1:00 PM LUNCH

1:00 – 1:50 PM

American Medical Association Health Literacy Toolkit

The *Health Literacy: Help Your Patients Understand* educational kit is the AMA Foundation's primary tool for informing physicians, other health care professionals, and patient advocates about health literacy.

Joanne Schwartzberg, MD
Director, Aging & Community Health
American Medical Association
Chicago, IL

Ask Me 3™

The Partnership for Clear Health Communication is a coalition of national organizations working together to promote awareness of, and solutions to, low health literacy and its effect on health outcomes. The Partnership's solution-based initiative, Ask Me 3™, is a quick, effective tool designed to improve health communication between patients and providers. Ask Me 3™ promotes three simple but essential questions that patients should ask their providers in every health care interaction.

Barry D. Weiss, MD
Professor
Department of Family and Community Medicine
University of Arizona College of Medicine
Tucson, AZ

1:50 – 2:50 PM

Informed Consent for Patients with Limited Health Literacy: Moving from the Conceptual to the Actual

Informed consent is a central element of safe, high-quality health care. Well-informed patients who have played active roles in their health care decision-making process are more likely to receive care that reflects their personal preferences and values and prepares them to provide necessary self-care. This session will address the concepts of risk information

and randomization and further investigate the necessary components for a meaningful consent form founded upon a collaborative decision-making process.

Clarence H. Braddock, IV, MD, MPH
Associate Chief for the Division of General Internal Medicine
Stanford Center for Biomedical Ethics
Stanford School of Medicine
Stanford, CA

Irwin Koransky, MS, CPHQ
Shriners Hospitals for Children
Los Angeles, CA

Alan Tait, PhD
Professor of Anesthesiology, Director of Clinical Research
University of Michigan Health System's Department
of Anesthesiology
Ann Arbor, MI

2:50 – 3:00 PM BREAK

3:00 – 4:00 PM

Providing Culturally Competent Care

Providing culturally competent care requires a commitment from health care providers to understand and appreciate the different ways patients may act and communicate in a clinical setting. The panel will discuss the advantages to providing appropriate and clinically effective care consistent with patients' expectations, beliefs, and preferences.

Moderator

Matthew K. Wynia, MD, MPH

Panelists

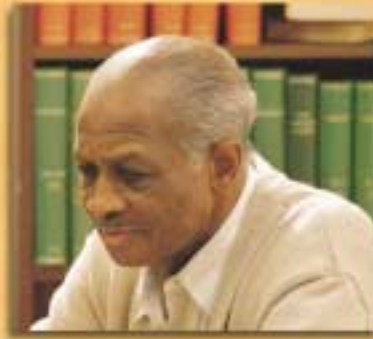
Elizabeth Jacobs, MD, MPP (INVITED)
Assistant Professor of Medicine, Collaborative Research Unit
Cook County Hospital & Rush Medical College
Chicago, IL

Gayle Tang, MSN, RN
Director, National Linguistic and Cultural Programs
Kaiser Permanente
Oakland, CA

4:00 – 4:45 PM

A Statewide Health Literacy Initiative

Terry C. Davis, PhD
Professor of Medicine and Pediatrics
Louisiana State University Health Sciences Center
Shreveport, LA



LITERACY

4:45 – 5:30 PM

UCSF Health Literacy Panel on the Management of Chronic Disease

A look at the efforts of the University of California San Francisco and the city of San Francisco to promote health literacy and the management of chronic diseases such as heart disease and diabetes.

Kirsten Bobbins-Domingo, PhD, MD
Urmimala Sarkar, MD, MPH
Hillary Seligman, MD
University of California San Francisco
San Francisco General Hospital
San Francisco, CA

5:30 – 6:30 pm Reception

DAY TWO — JUNE 27, 2006

7:30 – 8:00 AM

Continental Breakfast

8:00 – 8:15 AM

Welcome and Opening Remarks

Ron Davis, MD
Conference Moderator

8:15 – 9:15 AM

Universal Signage: A Step in the Right Direction

Filled with confusing language and directional signs, hospitals can be very challenging places for people to navigate. Hablamos Juntos, an organization devoted to helping health care facilities overcome language barriers, has developed 28 universally-recognized graphic health care symbols depicting important hospital destinations.

Yolanda Partida MSW, DPA
Director, Hablamos Juntos: Improving Patient-Provider Communication for Latinos
UCSF Fresno Center for Medical Education & Research
Fresno, CA

9:15 – 10:00 AM

Health Communications: A Multimedia Approach

Dr. Strecher, founder of the University of Michigan's Center for Health Communication Research (CHCR), has

worked to develop a multidisciplinary team of behavioral scientists, physicians, computer engineers, instructional designers, graphic artists, and students to design and create interactive health care communications for medical care, employer, pharmaceutical, and government settings.

Victor J. Strecher, PhD, MPH
Professor

Department of Health Behavior and Health Education
School of Public Health
University of Michigan
Ann Arbor, MI

10:00 – 10:15 AM BREAK

10:15 – 11:00 AM

Making a Difference through Innovation

The American Diabetes Association and the American Cancer Society are adopting multimodal, innovative methods to deliver prevention and disease management information in clear, understandable and non-threatening ways.

Matt Petersen
Director, Information Resources
American Diabetes Association
Chicago, IL

The American Cancer Society WellnessLink Program

This pilot program addresses low literacy levels by presenting lifesaving information about cancer detection, lifestyle risks and treatment modalities in non-threatening and easy-to-use kiosk systems. The WellnessLink uses text, narration, graphics and video to provide understandable information in a variety of languages to both the literate and nonliterate public.

11:00 – 11:45 AM

Health System Navigation Curriculum

Michael F. Roizen, MD
Professor of Anesthesiology and Internal Medicine
Chair, Division of Anesthesiology, Critical Care Medicine,
and Pain Management
Cleveland Clinic
Cleveland, OH

11:45 AM - NOON

Closing Remarks and Adjourn

CONTINUING EDUCATION

Joint Commission Resources is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. Joint Commission Resources takes responsibility for the content, quality, and scientific integrity of this CME activity. Joint Commission Resources designates this educational activity for a maximum of 12 category 1 credits toward the AMA Physician's Recognition Award. Each physician should claim only those credits that he/she actually spent in the activity.

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Joint Commission Resources is authorized to award 12.0 hours of pre-approved Category II (non-ACHE) continuing education credit for this program toward advancement, or re-certification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward Category II credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or re-certification.

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Summary of applicable hours: ACCME: 12; ANCC: 14.2; ACHE: 12.0; ACPE: 11.75; California Board of Registered Nursing: 14.2.

Full attendance at every session is a prerequisite for receiving full continuing education credits. If a participant needs to leave early, his or her continuing education credits will be reduced.

Please fill in your special 5-digit VIP code in the boxes to the right.

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Joint Commission Resources reserves the right to cancel or reschedule a program due to an insufficient number of registrants or other unforeseen circumstances. If a program must be cancelled, the registration fee will be refunded in full to each registrant. Neither Joint Commission Resources nor the Joint Commission on Accreditation of Healthcare Organizations is responsible for a registrant's travel expenses in the event a program is cancelled. Participants are encouraged to purchase refundable tickets in case a program is cancelled or rescheduled. Participants should also be aware that most airline tickets, including nonrefundable or discounted tickets, can be reissued within one year from the date the original ticket was issued.

Americans with Disabilities Act

If you require any of the auxiliary aids or services identified in the Americans with Disabilities Act in order to attend this Joint Commission Resources program, please call 630-792-5425 or write to the Department of Education, Joint Commission Resources, One Renaissance Boulevard, Oakbrook Terrace, IL 60181.

REGISTRATION

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1. **FAX:** Completed registration form and credit card information to 317-610-4022
2. **ONLINE:** www.jcrinc.com
3. **PHONE:** 877-223-6866 (8 am – 8 pm CST)
4. **MAIL:** Completed registration form and payment to:

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4 CONVENIENT WAYS TO PAY

1. Pay by Check, made payable to:
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REGISTRATION DETAILS

Early Bird discount: \$675
Expires 30 days prior to the program

Team discount: \$650 per person (for 3 or more attendees from one organization)

June 26-27, 2006
Registration No: 06-125
\$775 per person
Call JCR at 877-223-6866 to register

Hotel and meeting location:
Sofitel Chicago O'Hare
5550 N. River Rd., Rosemont, IL 60018
For reservations: 1-800-233-5959
Room rate: \$179
Cut-off date: May 28, 2006

BKZ



Joint Commission RESOURCES

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Oak Brook, IL 60523
www.jcrinc.com

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